

Amendment to the Specification

Please amend the paragraph beginning at page 1, line 3, as follows.

--The present invention relates to a method and apparatus for displaying items of information on a display apparatus. The present invention also relates to a method and apparatus for scheduling items of information. The present invention also relates to a
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computer readable medium comprising a computer program for displaying items of information on a display apparatus. The present invention still further relates to a computer readable medium comprising a computer program for scheduling items of information.--

Please amend the paragraph beginning at page 9, line 32, as follows.

--A flat priority profile, as shown in Fig. 3A, is independent of the current conditions and will result in the advertisement being played only when the threshold priority level falls to it's its priority level. This may be suitable for default advertisements or maybe for advertisers only willing to pay a set premium per advertisement. The rectangle profile in Fig. 3B is similar to the flat priority profile, but offers some time constraints on when the advertisement may be played. The triangle priority profile shown in 3C goes one step further than the rectangle priority profile by narrowing down the time which the advertisement can be played.--
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Please amend the paragraph beginning at page 10, line 7, as follows.

--Fig. 3D describes a ramp profile. The ramp profile increases it's its priority level with time and continues to do so until the advertisement is played, hence
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contd

guaranteeing the advertisement is played. If the ramp priority profile is periodic, then the advertisements will be scheduled in with an average period approaching that of the priority profile.--

Please amend the paragraph beginning at page 10, line 11, as follows.

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--If location of the advertising system effects affects the priority of playing an advertisement, a priority profile based on longitude and latitude of the advertising system location would be used, as shown in Fig. 4. For example, if a taxi has the advertising and information system installed with an advertisement for a particular shop in the database, then the priority level for the shop advertisement would be increased as the taxi drives nearer to the shop. In the case where the trip route is defined, such as a train or bus journey, the location priority function may be based on trip distance, rather than the coordinates of the vehicle. This is shown in Fig. 5.--

Please amend the paragraph beginning at page 11, line 30, as follows.

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--Fig. 10 shows how the scheduler 140, output compiler 110 and the output devices 100 are effected affected during a user interrupt. While the scheduling process 140 schedules advertisement (n+2), the output compiler 110 compiles advertisement (n+1) and the output devices 100 play advertisement (n-1) followed by advertisement n. This arrangement continues on until the user interrupt occurs, at which time the schedule 120 is cleared, the output compiler 110 stops and the output devices fade out the current advertisement. During the period of user interaction the scheduling process 140 continuously re-schedules the advertisements expecting the user to finish at any time. So

that there is a minimal delay in system operation, during the continuous re-scheduling, the scheduler 140 where possible will select advertisements which require minimal compile time. Once the user interaction finishes, the output compiler 110 compiles the advertisement in the schedule 120 and upon completion the output devices 100 play the advertisement. Eventually, the apparatus returns to the normal operating state of scheduling, compiling and playing advertisements.--

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